



e2s Recruit - Transforming the Student Recruitment process at a leading global University in Dubai

Background

In Dubai, a leading global university faced a pressing need to modernize its admission process. With a flood of domestic and international applicants, the existing system struggled to keep up, leading to inefficiencies and disjointed experiences. Recognizing the importance of a seamless process, the university partnered with Engage2Serve to implement e2s Recruit to drive transformation.

Solution: e2s Recruit – Overhauling the Student Recruitment Process

e2s Recruit CRM, a premier student recruitment and admission solution, collaborated with the esteemed educational institution to revolutionize their admission processes. Leveraging our platform's robust features and customization capabilities, we tailored a solution to meet their unique requirements and propel their recruitment efforts to new heights through all phases of the student recruitment lifecycle 'prospect-applicant-offer-acceptance-enrollment'.

Challenge

Managing a high volume of diverse applications manually proved cumbersome and error prone. Lack of a centralized system led to communication gaps and lost documents. Additionally, the traditional approach failed to meet the expectations of tech-savvy applicants. To remain competitive, the university needed to overhaul its admissions process for efficiency, transparency, easy conversion to enrollment, and last but not the least, complete applicant satisfaction.

Key Features and Benefits

Quick App System

A streamlined process was implemented where applicants meeting predefined criteria received conditional offer letters automatically. This proactive approach ensured that qualified candidates received immediate offers, which also greatly minimized manual effort. For applicants not meeting the criteria, complete form submission is required, allowing counselors to review each application individually, generate the offer and also allot appropriate scholarships or grants to eligible students.

Defined Application Stages

The application management process was structured into clear stages in the work area for staff, so that the application can move forward in an organized manner, thus simplifying review, processing, and updates for staff and counselors. This organized framework enhanced efficiency, enabling seamless tracking and management of applications from submission to decision.

Special Approval

To cater to applicants on the borderline of meeting admission criteria, a dedicated review process was implemented. Applicants in this category were directed to a separate section where their applications underwent further assessment by authorized staff members. These staff members had the authority to review the application using a shared link and make decisions on whether to proceed with the application or not. This additional review step ensured that borderline applicants received thorough consideration, maximizing the chances of deserving candidates getting admitted to the university.

Automated Counselor Assignment

Efficient allocation of counselors was ensured through automated round-robin assignments based on regions, streamlining application management. Applicants were automatically assigned to counselors based on their geographic regions or any other criteria as intended. This targeted approach facilitated personalized support and guidance, aligning counselors with applicants'

specific needs and preferences. By evenly distributing workload among counselors, the automated round-robin system eliminated bottlenecks and ensured equitable handling of applications. This streamlined process optimized counseling resources, enhancing efficiency and responsiveness for the students throughout their application journey.

Conditions/Scholarships and Grant

Early bird applicants meet criteria drafted by the college such as submission of visa, requested university documents etc. If the condition is fulfilled, it can be marked as met/not met after review.

This proactive approach acknowledged their commitment and facilitated smoother transition into the student body. Those applicants meeting scholarship criteria were automatically allotted with scholarships by e2s Recruit. These scholarships were granted upon payment of the first installment within the specified duration, ensuring timely recognition and support for deserving candidates. This dynamic approach empowered students to pursue their academic goals while alleviating financial burdens.

Applicant 360 view

A comprehensive overview of the applicant journey was provided through the realtime 'Applicant 360 view', capturing applicant details, exchanges and interactions. The Applicant 360 view offered a bird's-eye perspective of the applicant journey, providing insight into applicant status.

Every aspect of the applicant's engagement, from application to final decision, is meticulously documented in the 360 view dashboard. This included application status updates, communication, counselor interactions, application documents, and any additional notes relevant to the applicant's profile. By centralizing all applicant information in one accessible dashboard, counselors and staff gained a deeper understanding of each applicant's unique circumstances and needs. This facilitated data-driven decision-making and personalized support throughout the admission process.

Outcome & Impact Summary



Enhanced number of applicants

Seamless communication and navigation improved applicant satisfaction, leading to a **3x** increase in application submissions.



Higher Number of Applications from International Students

The number of international applications increased up to **4x** within a year.



Enhanced Decision-making

The Applicant 360 view provided a comprehensive understanding of applicant profiles, enabling data-driven decision-making and personalized support, resulting in a quick decision making and ensuring time efficiency.

By embracing e2s Recruit, the university transformed its admission process, ensuring a seamless and enriching experience for applicants while maintaining its position as a global higher education leader in Dubai.

It's All About Student Experience!



e2s Recruit

Automate Marketing
and Admissions



e2s Retain

Engage and Serve your
Students Better



e2s Connect

Nurture your Alumni

engage2serve